



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/895,457	06/29/2001	Nobuyoshi Morimoto	5596-00301	1520

35690 7590 01/06/2011  
MEYERTONS, HOOD, KIVLIN, KOWERT & GOETZEL, P.C.  
P.O. BOX 398  
AUSTIN, TX 78767-0398

EXAMINER
----------

NGUYEN, NGA B

ART UNIT	PAPER NUMBER
----------	--------------

3684

NOTIFICATION DATE	DELIVERY MODE
-------------------	---------------

01/06/2011

ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patent\_docketing@intprop.com  
ptomhkg@gmail.com

<b>Advisory Action</b> <b>Before the Filing of an Appeal Brief</b>	<b>Application No.</b> 09/895,457	<b>Applicant(s)</b> MORIMOTO, NOBUYOSHI	
	<b>Examiner</b> Nga B. Nguyen	<b>Art Unit</b> 3684	

**--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

THE REPLY FILED 15 December 2010 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. ☒ The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

- a) ☒ The period for reply expires 3 months from the mailing date of the final rejection.
- b) ☐ The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on \_\_\_\_\_. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

#### AMENDMENTS

3. ☐ The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
- (a) ☐ They raise new issues that would require further consideration and/or search (see NOTE below);
- (b) ☐ They raise the issue of new matter (see NOTE below);
- (c) ☐ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
- (d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: \_\_\_\_\_. (See 37 CFR 1.116 and 41.33(a)).

4. ☐ The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. ☐ Applicant's reply has overcome the following rejection(s): \_\_\_\_\_.
6. ☐ Newly proposed or amended claim(s) \_\_\_\_\_ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. ☒ For purposes of appeal, the proposed amendment(s): a) ☐ will not be entered, or b) ☒ will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.
- The status of the claim(s) is (or will be) as follows:
- Claim(s) allowed: \_\_\_\_\_.
- Claim(s) objected to: \_\_\_\_\_.
- Claim(s) rejected: 1-44.
- Claim(s) withdrawn from consideration: \_\_\_\_\_.

#### AFFIDAVIT OR OTHER EVIDENCE

8. ☐ The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
9. ☐ The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
10. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

#### REQUEST FOR RECONSIDERATION/OTHER

11. ☒ The request for reconsideration has been considered but does NOT place the application in condition for allowance because:  
See Continuation Sheet.
12. ☐ Note the attached Information *Disclosure Statement(s)*. (PTO/SB/08) Paper No(s). \_\_\_\_\_
13. ☐ Other: \_\_\_\_\_.

/Nga B. Nguyen/  
 Primary Examiner, Art Unit 3684

Continuation of 11. does NOT place the application in condition for allowance because:

In response to the applicant's argument regarding to claim 1 that Lustig does not teach "wherein said default standards specify product or service characteristics that are preferred by said purchaser" examiner submits that Lustig teaches each offer includes at least two parameters: identified the product, price, quality, delivery time; for example, Offer 1 (original offer) includes product ID, price 1, good quality; Offer 2 includes: same product as Offer 1, better price than Offer 1, same quality as offer 1; Offer 3 includes: same product as Offer 1, better price than Offer 2, bad quality. If the system accepts the Offer 2 as the better offer, the user will be charged the price between the price of the Offer 1 and the Offer 3 (better price). Thus, the "Offer 1 (original offer) includes product ID, price 1, good quality", is equivalent to "default standards specify product or service characteristics that are preferred by said purchaser". Therefore, Lustig does teach wherein said default standards specify product or service characteristics that are preferred by said purchaser.

In response to the applicant's argument regarding to claim 1 that Lustig does not teach "comparing terms of sale for sale offers located from said searching to said initial terms of sale and said default standards and based o said comparing, presenting one of the sale offers...wherein the presented sale offer includes said improved terms of sale ad meets said default standards", examiner submits that Lustig teaches the matching program, upon receiving the original offer, retrieves the available offer from the matching database and compares the available offer with the original offer to determine whether the better offer is available. The system compares: Offer 1 (original offer) includes product ID, price 1, good quality; Offer 2 includes: same product as Offer 1, better price than Offer 1, same quality as offer 1; Offer 3 includes: same product as Offer 1, better price than Offer 2, bad quality. If the system accepts the Offer 2 as the better offer, the user will be charged the price between the price of the Offer 1 and the Offer 3 (better price). Therefore, Lustig does teach comparing terms of sale for sale offers located from said searching to said initial terms of sale and said default standards and based o said comparing, presenting one of the sale offers...wherein the presented sale offer includes said improved terms of sale ad meets said default standards.

In response to the applicant's argument regarding to claim 29 that Lustig does not teach purchasing the particular item of service for the purchaser that the better price and charging the purchaser a new price between the particular price and the better price, examiner submits that Lustig teaches each offer includes at least two parameters: identified the product, price, quality, delivery time; for example, Offer 1 (original offer) includes product ID, price 1, good quality; Offer 2 includes: same product as Offer 1, better price than Offer 1, same quality as offer 1; Offer 3 includes: same product as Offer 1, better price than Offer 2, bad quality. If the system accepts the Offer 2 as the better offer, the user will be charged the price between the price of the Offer 1 and the Offer 3 (better price). Therefore, Lustig obviously teaches purchasing the particular item of service for the purchaser that the better price and charging the purchaser a new price between the particular price and the better price.

In response to the applicant's argument regarding to claim 44 that Lustig does not teach a plurality of broker-agent program performing multiple searches in parallel for the better price, examiner submits that the matching program organizes, stores, and retrieves a plurality of available offers from a matching database, compare the available offers with the original offer to determine the better offer, thus, retrieving and comparing a plurality of available offers to determine the better offer is considered equivalent to performing multiple searches in parallel for better price.

/Nga B. Nguyen/  
Primary Examiner, Art Unit 3684